

PERSONIO

MARKET RESEARCH ON HR SAAS SOLUTIONS (SIRH)

COUNTRIES: AT, BE, CH



Context & Requirements

- **Hypotheses:** Variations in HR investment, digital maturity, and digitization influence HRIS market trends and opportunities in the three countries studied
- **Question:** What is the perception of HR managers and the market potential for HRIS solutions?
- **Objectives:** Understand HR department management, investment, digital maturity, and market potential for HRIS solutions

Solutions

- Conduct a quantitative online survey on a sample of 500 decision-makers in the HR department
- Ensure a balanced distribution of respondents by country to obtain representative results
- Perform comparative analysis to identify differences and similarities in HR practices, digital maturity, and needs between countries

Results

- Measuring companies' digital maturity
- Identification of digital tools used in HR processes
- Trend analysis: challenges and priorities for the coming year
- Measure interest in the proposed solution, price positioning, and ideal subscription formula
- Definition of market segments to prioritize, based on their responses to the market research



FACTORIAL

SAAS MARKET RESEARCH

COUNTRIES: FR,ES,MX,BR,AR,PE,CO,CR,EC



Context & Requirements

- **Context:** Factorial has developed an HRIS software package and wants to find out what HR managers and company directors expect to sell its solution better in different countries
- **Questions:** What are companies' needs in terms of HR digitalization? What is Factorial's competitive position? How to differentiate?
- **Objectives:** Identify needs regarding tools, digital maturity, and segments to focus on commercially, depending on the country



Solutions

- Conduct a quantitative survey of 2,900 HR managers in 10 countries in Europe and South America.
- Measure the digital HR maturity of companies according to their profile (size, sector)
- Measure awareness of the Factorial solution among different target groups
- Survey company needs by profile



Results

- Measurement of annual HR budget and digital investments
- Brand positioning concerning competitors
- Assessment of time spent on administrative tasks and level of HR automation
- Analysis of the propensity to increase digitalization and adopt new technologies
- Identification of companies by location, number of employees, and size of HR department





Context & Requirements

- **Hypotheses:** SMEs are aware of cybersecurity problems that could prompt them to purchase an appropriate solution
- **Questions:** What cyber security problems have SMEs already encountered? What is the market potential and optimal price for the proposed solution?
- **Objectives:** Understand the incidents most frequently encountered by SMEs, identify opportunities, and evaluate the potential and the ideal price



Solutions

- Conduct a quantitative B2B survey of cybersecurity decision-makers with n=100 respondents in France and Belgium
- Perform a comparative analysis by country, company size, and location of respondents
- Develop a detailed report including cybersecurity trends, challenges and opportunities, as well as market potential and optimal price range



Results

- Test commercial targets' appetite for the solution
- Factual analysis of potential customers' cybersecurity expectations
- Proposal of a new strategy based on the results of the pricing measurement
- Alignment of the strategy with the cybersecurity budgets of French and Belgian companies



TIMI

MARKET RESEARCH FOR DATA ANALYSIS SOFTWARE

COUNTRIES: DE, US, FR, UK



Context & Requirements

- **Hypotheses:** Companies are facing major challenges in data analysis while emerging opportunities and trends can be expected over the next two years
- **Question:** What are the current state and challenges of data analytics in companies, and what are the trends and opportunities to be taken into account?
- **Objectives:** Evaluate current data analytics challenges and discover trends and opportunities

Solutions

- Conduct a quantitative B2B survey targeting 100 CTOs per country
- Analyze market trends and evaluate existing tools by reviewing industry reports
- Create a White Paper detailing market trends and tools, then share the results via a LinkedIn campaign for increased visibility

Results

- Analysis of business sector dynamics and future challenges related to data use
- Analysis of differences in company performance according to their use of data
- Assessment of CTOs' two-year vision for data analysis



ADA IT

MARKET RESEARCH AND FEASIBILITY STUDY

COUNTRIES: BE, FR



Context & Requirements

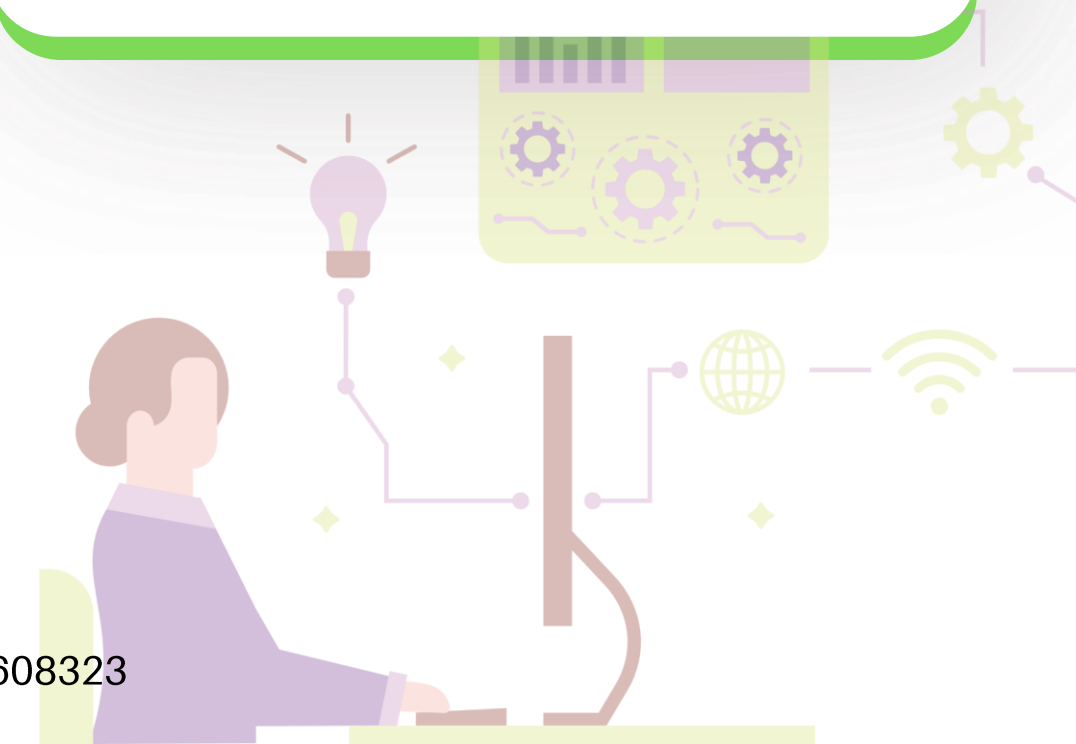
- **Hypothesis:** Companies are reluctant to apply for subsidies because of the administrative burden. A SaaS solution using AI to simplify applications is likely to be of interest to them.
- **Question:** What interest do companies have in a SaaS solution embedding AI to simplify grant applications?
- **Objectives:** Evaluate companies' interest in an AI solution to simplify grant applications.

Solutions

- Conduct a quantitative B2B survey of decision-makers in companies of various sizes, with n= 100, in France and Belgium.
- Perform a comparative analysis by country, company size, and location of respondents.
- Identify company needs and expectations

Results

- Test the potential market's appetite for the proposed solution
- Analysis of potential customers' expectations of AI solutions concerning the completion of administrative formalities
- Adjust pricing strategy based on survey results
- Alignment of prices with company budgets for grant applications



THAIK²

MIXED USE OF ETL SOFTWARE MARKET RESEARCH

COUNTRY: BE



Context & Requirements

- **Hypotheses:** The level of digital maturity and the needs of companies define the need for ETL software
- **Question:** What difficulties do companies face in processing their data, depending on their level of digital maturity? What is the market potential of the resulting SaaS solution?
- **Objectives:** Assess digital maturity, data processing challenges, and demand for the proposed ETL software

Solutions

- Conduct quantitative online market research on a sample of n = 100 technical (CTO) and business managers within French companies.
- Segment respondents: Include IT and non-IT professionals
- Analyze the needs and challenges of each group to understand digital solution selection criteria and decision barriers

Results

- Measurement of the level of digital maturity of the companies surveyed, as well as the degree of expertise and tools used in data processing
- Assessment of perceived uniqueness and propensity to purchase the proposed digital solution
- Definition of market segments based on company size and level of digital maturity



DIGITAL AGENCY

MARKET RESEARCH ON THE USE OF IA IN SMES

COUNTRY: BE



Agence
du Numérique



Context & Requirements

- **Context:** The Digital Agency wants to evaluate the relevance and impact of its AI support programs for SMEs
- **Question:** How has the support provided by these schemes influenced the progress of AI projects?
- **Objectives:** Measure the impact of AI schemes on beneficiary companies and identify satisfaction levels and levers for improvement



Solutions

First phase

- Conduct qualitative interviews with decision-makers in beneficiary companies
- Analyze the interviews to identify the main themes to be quantified

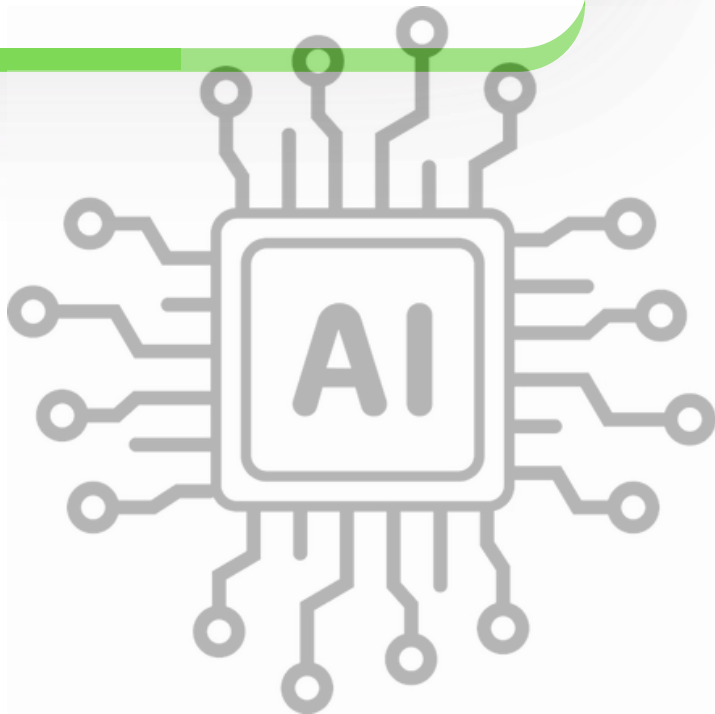
Second phase

- Conduct a quantitative survey of the customer base to provide The Digital Agency with quantified priorities to address



Results

- Measure the satisfaction of companies benefiting from the programs
- Identify the impact of subsidies on company development
- Detection of companies' additional needs to improve their support
- Design a new complementary support system based on feedback from qualitative interviews



DIGITAL AGENCY

RESEARCH TO MEASURE THE DIGITAL MATURITY OF COMPANIES IN WALLONIA

COUNTRY: BE



Agence
du Numérique



Context & Requirements

- **Context:** The Digital Agency wants to improve Digiscore, a tool that measures the digital maturity of companies
- **Question:** What features are missing? What services can we offer companies?
- **Objectives:** To propose recommendations based on the Digiscore data and other improvements for better use of this tool



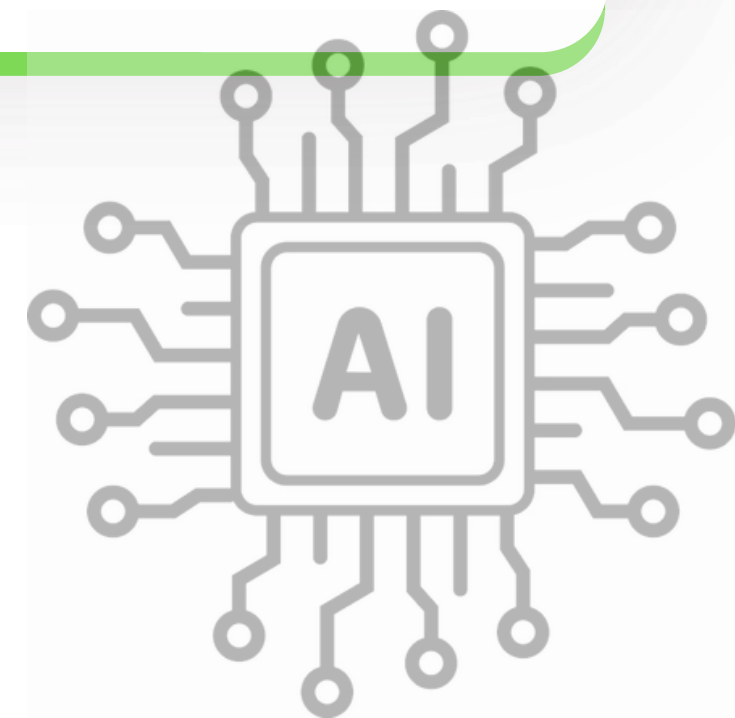
Solutions

- -Conduct qualitative interviews with companies that have already passed the digiscore-Propose complementary services to digiscore
- -Carry out co-creation workshops with ADN and its partners to validate the services
- -Conduct market research benchmark of auto diagnostic tools
- -Carry out market research to segment companies by size and sector



Results

- Identification of companies' needs and expectations of the digiscore.
- Design of functionalities to be added to the digiscore to facilitate and optimize its use.
- Co-creation and validation of two service prototypes to support companies' digital transformation and facilitate support by advisors.



INTERFACE PROJECTS

GO-TO-MARKET RESEARCH FOR SAAS SOFTWARE

COUNTRIES: USA, CAN



Context & Requirements

- **Context:** The Canadian company has developed a SaaS software solution for SMEs to create business plans and manage their day-to-day operations
- **Question:** What would be the brakes and levers influencing the adoption of the AI solution by marketing targets?
- **Objectives:** Measure the AI solution's potential adoption and perceived value and analyze distribution channels



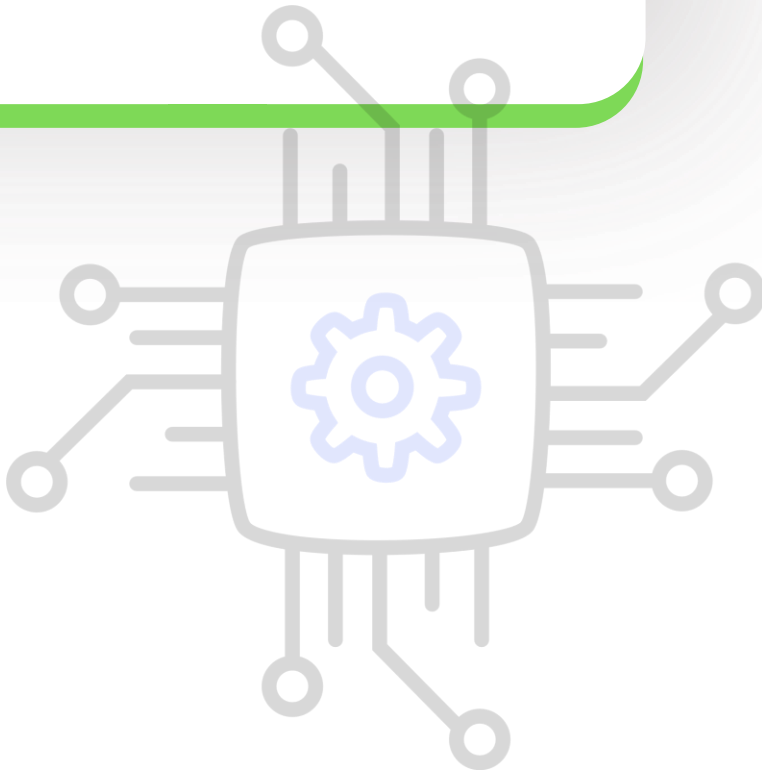
Solutions

- Conduct a quantitative survey of 300 entrepreneurs or business leaders
- Measure adoption factors according to typical personas
- Compare the perceived added value with existing solutions on the market



Results

- Identification of the target market's specific needs to adapt the offer better
- Analysis of distribution channels and ideal pricing
- Proposal of market segmentation based on customer needs and perceived value





Context & Requirements

- **Context:** HD4YOU is planning to develop an AI assistant solution dedicated to business owners and would like to assess the appetite of sales targets
- **Question:** What is the market potential? How mature are companies in terms of IT security and digital maturity?
- **Objectives:** Understand market needs in order to outline a marketing and sales strategy



Solutions

- Conduct a quantitative survey of 100 decision-makers
- Measure companies' digital maturity and capacity to adopt new technologies
- Explore the current and potential use of artificial intelligence tools and their operational impact
- Assess the market potential of the proposed solution to identify sales opportunities



Results

- An assessment of the level of digital maturity of the companies surveyed
- An analysis of familiarity with digital technologies and AI-based tools
- Identification of the strengths and weaknesses of AI-based tools in use
- An understanding of potential barriers to the use of AI-based tools
- An appreciation of perceived differentiation and propensity to purchase the proposed solution

